

The Sea Coast Echo

ECHO BLDG.
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AUTOS, ROADS AND TAXES.

According to the latest estimate, based on a poll of members of the American Automobile Association, 234 miles is the average day's run while touring. Ten years ago the average was less than 100 miles. The increase is due to better roads and cars and more liberal speed laws.

While on the subject of automobiles in general, it might be well to note that motorists spent more than two billion dollars for gasoline in 1928 and through the gasoline tax contributed approximately \$280,000,000 to the building of highways throughout this nation.

The tax, widely opposed at first, is now in force in every state in the union excepting Illinois and New York and both of these states are at present considering the imposition of such a tax. The average tax is 3.2 cents per gallon and the average amount raised by each state per year is about \$6,000,000. Contrary to many taxes, the motorist who pays this tax gets a real benefit from it through decreased cost of maintenance on their cars and increased mileage on improved highways.

A MACHINE TRIUMPH.

One fact of interest stands out in connection with the rescue of the Italian freighter, Florida, by the U. S. Liner, America, and it is a triumph of a machine over human capacities.

Three liners heard the distress signals of the sinking ship, and received the messages purporting to give the location of the Florida. Two of these liners were unable to locate the freighter and abandoned the search. By means of a radio compass, the America was able to determine the direction of the ship sending the signals of distress and succeeded in locating it.

This device is used extensively by shore stations to give ships at sea their true position. It is interesting to learn that during the battle of Jutland, the British Admiralty was able to flash from its offices to the British Fleet the area in which German wireless had been located, thus giving approximately the location of German warships. Its advantages when used for rescue purposes cannot be over-estimated.

REPUBLICAN HELPS DEMOCRATS.

One of the most interesting political developments of recent days is the \$1,000 contribution of a Hoover Democrat, of California, to the Democratic National Committee. The Hooverite, Mr. Alden Freeman, heard Governor Smith make an appeal over radio for funds for the Democratic party and while he did not vote for the New Yorker, he sent him a check for \$1,000, saying, "President Hoover needs a strong Democratic party behind him to uphold his hands against the machinations of the Teapot Dome crowd and their allies, who are active in both political parties."

We do not comment on the reasoning of Mr. Freeman; it ought to be apparent to all citizens who are in favor of good government, whether they happen to be Democrats or Republicans.

Beautification is a great art; ask any lady.

Most men will stop anything to plan a trip with the boys.

Don't forget that the fifteen cruisers are only on paper, so far.

Lending money to your relatives always leads to the "row" in "borrow."

A tightwad is usually a man who has more money than the speaker.

It won't be long now before it will look right to see "President Hoover" in print.

Farmers who still expect relief will please line up on the right for mental tests.

Correct this sentence: "I don't have to work; I do it because I can't stand loafing."

The Chicago gangsters make them lay low, and they don't have any worry about it; they are dead.

Even the farmer who wars rain gets enough of it when it comes down for three days at a time.

Local excitement about the Sharkey-Stribling fight is about on a par with the query, "how old is Ann?"

Some civic workers think they boost the town when they get the local paper to publish a column of bunk.

Woman inferior? Well, when sex clings to garments that must be buttoned in 17 places every morning?

As we have said before; if you don't believe in newspaper advertising try the kind that you do believe in.

Our extra slice of pie for this week is awarded to the lovely movie actress whose voice is punk for the talkies.

If some bright man will combine the airplane and auto the pedestrian will give up his fight against extermination.

The California Republican who sent \$1,000 to Al Smith evidently does not expect to be a cabinet member. Do you know another?

You have probably heard about the man who went to see a basketball game and wanted his money back because he didn't see any baskets.

The cheapest and most useless form of town betterment is bragging about Bay St. Louis. Let's get to getting and accomplishing something and let it speak for itself.

RETIRE TO THINK.

One of the criticisms of the life led by most people in this strenuous age is that it is so engrossing and demanding that very few people take the time and find the solitude necessary for serious thought.

Dr. Albert Einstein, the famous German scientist, who has recently set the world to talking about his last achievement, a demonstration that the forces of electricity and magnetism are governed by the same general laws, has a particular place in which he his theories interrupted.

A recent visitor to the Einstein home described it as follows: "Above their dwelling, on the fifth floor, just beneath the roof, is one high-ceilinged attic room. It has an iron door. This room is Dr. Einstein's retreat. In the true sense of the term, it is a workshop of thought in which have been evolved more theories, apothemes and laws of physics than have proceeded from the workshop of any thinker of this generation and probably more than have come from any mental laboratory since Newton's time."

Some years ago Dr. Einstein arrested the attention of thoughtful students of originating his famous theory of relativity. This does not attempt to bring into uniform relationship the two sets of laws governing gravitation on one hand and electricity and magnetism on the other. Our whole system of mechanics and of motion have been built upon the former, while our idea of light, heat and electric phenomena have been based upon the latter.

Now, Dr. Einstein has proclaimed under the same mathematical equations, the laws governing both of these formerly disassociated fields.

THE FIGHT FOR LONGER LIFE.

Men and women in Bay St. Louis are accustomed to sickness and accidents. Disease and mishaps have been with us for so long that we have a tendency to regard them as inevitable companions of man. However, the attention of the race is being turned to the enormous economic loss which is sustained by the nation through them and there are hopeful souls who look forward to the day when disease will be conquered and accidents exceptional.

Miss Elizabeth Fox, national director of the Public Health Nursing Service of the American Red Cross, says that twenty out of every one thousand persons are sick every day of the year and that ten per cent of them are hospital cases. Last year, she asserts, there were 97,000 deaths from accidents which is three times the loss of life suffered by the United States Army in the World War. The economic loss to the country is incalculable, but Miss Fox estimates that fees paid to doctors every day in the United States aggregate \$1,500,000.

We urge the attention of our readers to these figures. While we are not so optimistic as to presume that we shall see the end of disease, or of accidents, we do realize that much sickness and suffering can be avoided through proper community action. This is one matter in which Bay St. Louis does not have to wait on any other section. Public health service should receive our earnest support at all times if we realize the possible good to be accomplished. Besides, we can save a large sum of money every year by improving local health conditions.

FEWER PUBLISHED; MORE COPIES

The impression, which is general, that never before have so many books been published, is erroneous. Publishers' figures show that the peak production in fiction was reached in 1901, when 2,234 titles were published. Last year the total was 1,809, but it should be borne in mind that more copies of these titles were printed than ever before.

There are, we know, some people in Bay St. Louis who consider time wasted that is used in reading fiction. Moreover they are inclined to sneer at all book learning. It is to be admitted that there is danger in an individual reading too many books, and retaining little or nothing. In fact, this is illustrated by Dr. W. E. Barton, whose recent article on Lincoln, says he was "fortunate in growing up in a home where a few books were available and only a few." This means that he mastered these volumes to good effect. Others should do the same.

Arnold Bennett, well-known English writer, gives his idea of the aim of reading, saying it is "gradually to create an ideal life, a sort of secret precious life, a refuge, a solace, an eternal source of inspiration, in the soul of the reader" and continues that "all habitual, impassioned readers are aware of this secret life within them due to books; it brings about a feeling of security amid the insecurities of the world; it is like an insurance policy, a sound balance at the bank, a lifeboat in a rough sea."

HIGHWAY COMMISSIONERS WILL SERVE.

An opinion of the Attorney General refutes the Governor's idea that the five state highway commissioners whose commissions Gov. Bilbo refuses to sign, cannot serve in the capacities to which they were elected by the people of their respective congressional districts. This opinion very clearly sets out that the Governor cannot set aside the will of the people, given expression in honest election, and it is highly probable that nothing more will be heard from that phase of the highway commission matter.

The governor is insisting that the state highway commission be reorganized, giving him the power to appoint three men on a new state highway commission. He gives as his reason that the present commission of eight members is unwieldly and that a smaller commission could do the work more efficiently. Yet the governor is insisting that the state hospital commission, composed of himself and four others, be enlarged to seven because the work of building the Insane Hospital can be more effectively carried out. The consistency of the governor is laughable and the people of Mississippi cannot fail to reach the conclusion which is eminently apparent.

CHRISTMAS SEALS.

Nearly every good American citizen bought a few Christmas seals last year. They will probably be interested in knowing how many were sold.

The National Tuberculosis Association reports the sale of nine freight cars full of seals last autumn which brought in five and a half million dollars, nineteen-twentieths of which remained in the states for Anti-tuberculosis work.

One married man says that if television ever comes into his home he is going to warn his wife not to believe anything she hears and only half of what she sees.

About the only pleasure the pedestrian gets, when an auto just misses him, is to think what will happen to that same car when it meets an engine at a railroad crossing.

This Week.

(Copyright, 1927)
BY ARTHUR BRISBANE.

Nose Pink, Record Broken
Peaceful Fishing
Another Canal Needed
Radio and the School

For 13 hours and 16 minutes, Elmer Smith, seventeen-year-old girl flier, stayed up in the freezing winds above Long Island in an open airplane. When she came down her nose was bright pink, her legs were stiff, her hands were almost frozen, but she had broken the woman's endurance record by one hour.

Flying interests women, it is one of the things that they can do better than men.

The MOST important thing men can't do at all, namely, producing and taking care of children. And that is what should interest women especially.

It is better to create Abraham Lincoln than to be Abraham Lincoln.

Mr. Hoover is fishing, calm and peaceful, having written his inaugural address and selected his cabinet. The country won't know who is in the cabinet until March 4.

A thousand or more candidates may be sure that if they haven't heard from Mr. Hoover yet, they will not hear from him. The fact that Secretary Mellon REMAINS in the Cabinet will please everybody, something that happens rarely.

The Panama Canal set a new high record for business in January, 593 ships passed in 30 days.

The country needs another canal, and a Nicaragua canal should be built at sea level to take care of the growing ocean-to-ocean traffic.

The Nicaragua canal would provide this country with a canal from the Atlantic to the Pacific without the locks, so easily destroyed.

What radio means to the world, particularly to this country with its millions of radio sets is not appreciated.

Public thanks are due to the Radio Corporation of America that, at great expense, engaged an excellent symphony orchestra with Walter Damrosch leading and explaining, to play every Friday morning at 11 o'clock for school children and all others that care to "tune in."

Every public school should have a radio, and the teachers duty should be to suspend classes and tune in for broadcasting worth while.

If you have a little money to spare buy a good radio set for the public school nearest you, especially if it happens to be a country public school.

Lady Heath, wife of Sir James Heath, a brilliant female flier, turns American, takes the oath of loyalty to Uncle Sam, and says she doesn't care what her husband thinks.

She wishes you to know that she has eaten her first "hot dog" likes America, and doesn't care whether you call her "Lady" or "Mrs." as long as you are friendly. This lady, under any name, will make her way.

Thomas Hastings, who built the public library in New York, and got a gold medal from King George for being the best architect, has made plans to remodel the capitol.

They will "dispel gloom, let in outside light and air."

Old gentlemen, for whom the old building was built, don't appreciate as moderns do the importance of oxygen, never heard of "actinic rays."

Did they get along about as well as we do with our new fangled notions? They did NOT. Their lives, on the average, were at least twenty years shorter than ours.

NEW YORK TODAY

Meditations of a Rambler: Those folks who browse through old bookshops always hunting for something they never seem to find. Greenwich Village's new modernistic theatre on Eighth Street. And Charlotte's French pastry shop across the street which is a bit of old France. Studious-looking boys coming out of college eating places who demand "atmosphere" with their meals. The negro policeman in Harlem who resembles Booker T. Washington. Suppressed book bootleggers. Where do all the adagio dancers come from? And how do they get that way?

Those jaded folks who light one cigarette from the stub of another in the night cafes. And wear flowers to give them at least some semblance of freshness. Jack Cressley, Beverly, Mass., boy who is now one of Broadway's popular music masters. Roy O'Grady's song hit, "Lovely" inspired by his wife.

Ninth avenue suddenly comes into the limelight with hundreds of taxis switched over to the West Side by the new traffic plan. A Broadway store announces "Moonlight Shade Hostery" which is a cross between starlight and fog. And then the new pastel blue rouge for blondes. Where are all these natural apple-cheeked girls? I remember seeing in the days when I sat on the front porch eating jam sandwiches?

Dining places have little systems of their own that bring the customer back again. One place prepares a Yorkshire pudding as it is prepared in London and its English patronage has been so great, an addition to the place is now in the course of construction.

In the Colonial room of the Roose-

Let's Stop Making This A Dumping Ground.

By Albert T. Reid



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JOS. O. MAUFFRAY

ON THE BEACH.

Here's the store of a thousand and one things—a store of many interests to many people. Here you will find novelties and many things not found elsewhere. In all sizes, shapes and contents and at prices that will make you want them.

Mauffray's Store

—the store of vibrant values

has a special appeal to every one—men, women and children. The store of warm welcome, the rendezvous, the store where your fathers and mothers traded, dependability and honest values at all times. We can equip your home. Our hardware and housefurnishing department is complete. We can clothe every member of the family.

Mauffray's Store of Values

—on the Beach, Bay St. Louis, Miss.

List Your Summer Property With Me

I have already many number of inquiries for summer rentals at Bay, Waveland and other sections of the Coast, and it will pay you to list with me. However, get premises in tip-top shape. I cannot rent dilapidated or unimproved places.

R. TERRELL PERKINS

Bay St. Louis Branch Office,
Beach Front, Near Corner Main St.

867 PERDIDO STREET,
NEW ORLEANS, LA.

THE FUMBLE FAMILY

WANTED—A GOOD SMELLER! By Dunkel



ECHOES OF WEEK FROM ST. STANISLAUS COLLEGE

Faculty and Students Usher in Lenten Season—Carnival Day Enjoyably Celebrated—Prizes Awarded—General News Notes and Personals

Now that Carnival with its days of fun and gaieties are over, everyone has settled down to hard work again. We are looking forward to the East holidays, but nevertheless all are observing the Holy Season of Lent.

There were four prizes awarded last Tuesday. Miss Kate Allingham won the first prize for the most popular girl, Miss Margaret LaRose, the best dancer. Miss Beatrice Smith and Mr. Julio Andrade were awarded prizes for the best couple for one week. The judges were Bro. Regis, Mr. R. A. Wentworth and Mr. Anthony Taranto.

The dance proved a great success with a crowd estimated to be the largest in several years.

Another one of Bro. Regis' handicaps will be staged Thursday. There will be many entries in this race as many boys have come late for study halls during the past week.

The Stanislaus varsity team journeyed to Jackson, Miss., this Thursday morning to play the Millsaps varsity. They made the trip by auto.

During the season of Lent devotional services are being held in the College chapel on Wednesday and Friday evenings. Every Wednesday evening there is Benediction and on Friday, Way of the Cross. The number of boys who receive daily Communion is quite large.

The seniors of the scientific division finished their course in Solid Geometry last Saturday. On Monday afternoon they began a review of Advanced Algebra.

Last Saturday the Sodality received a letter from Father Lord in which he said that hereafter the Queen's Work, the society's publication would be written by the Catholic students of every sodality in the United States. To aid in doing this questionnaires were sent to sodalists all over the country. We received several copies and shall send in an application for more.

The mission committee will send their first shipment of stamps Thursday. Before the committee can make its first five pound shipment of tin foil, we need two and a half more pounds. Come on fellows, let's try real hard to make that two and a half pounds by next Monday!

George Falgout, Joe Hughes and Alois Wackerle were appointed to secure subscriptions for the Queen's Work. Under the vigorous leadership of George, fifty subscriptions have been secured, totaling five dollars. George guarantees that this paper will furnish splendid Catholic literature for only ten cents.

The number of visits to the Blessed Sacrament for the past week broke all records by reaching the high mark of 1350. The juniors led with 372, the grades are second with 227, and the sophs are third with 219. Julio Andrade chairman of the Visits Committee says that he will "raise the thermometer."

Visitors. Mr. and Mrs. H. Cassanoil visited their son, Emmett, and their daughter, Carmen, who is attending St. Joseph's Academy.

Mr. and Mrs. H. Guenard, with their daughter, Vera, paid their weekly visit to their sons Wilson and Hamilton.

The Lilley boys were visited by their mother and father, Mr. and Mrs. A. J. Evans.

Mrs. J. A. Charbonnet visited her son Austin last Sunday.

Warren Aylesworth was surprised last Sunday morning by the visit of his mother Mrs. M. T. Aylesworth and his cousins, Natalie Rys and Jennie Rose.

Mrs. F. R. Swigart, with her daughter Alice, visited her little son Fred. Jack and Pierre de la Vergne were visited by their brother Mr. Charles de la Vergne and Miss Andree.

Little Bat Sullivan was visited, as usual, by his mother Mrs. B. B. Sullivan and his two sisters, Alma and Agnes.

Billy Elder was surprised by the visit of his mother and father Mr. and Mrs. P. H. Elder and his brother Mack.

Kilbride was visited by his two sisters, Nora and Clare.

Mrs. R. O. Durall visited her nephew, Billy App.

Mrs. Marion Wilson came to see her little nephew, Billy Lawrence, last Sunday.

Holy Cross Wins. The Stanislaus Red Rocks lost a hard fought contest to the Holy Cross Micks here Friday night, Feb. 15, by a score of 32-28.

From the very start of the game it would have been hard to say which team would be ahead at the half. However, the field goals of Ladner and Genard in the last few minutes of play put the Rocks ahead by a 12-9 margin. In the second half, although the Rocks were minus the services of two of their stars, Ladner and Genard, they put up a very spirited fight. In the last four minutes of play Holy Cross took the lead for the first time coming up from behind to win 32-28.

Stanislaus fg. 1, ft. 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.



Minister Sues Star
Betty Randolph, Stage Star, three times a divorcee, is being sued for breach of promise in a unique action taken by the Rev. Bartholomew G. Chudack, a Philadelphia minister.

TELEPHONE PETITION WILL BE CONSIDERED AT MARCH MEETING

Railroad Commissioners To Pass On Flash Light Phone System Next Month

A. M. Fishburn, district manager for the Southern Bell Telephone Co., stated this week that he believed there was no reason why the railroad commission would not pass favorably upon the petition from the Bay St. Louis phone subscribers for the installation of the flash light system. The petition reached the railroad commissioners too late for the February meeting but he believes that the commissioners will pass on it at the meeting the first week in March and by the middle of March if not sooner the Coast people will know the result of the decision.

"I anticipate no trouble about the petition going through as the required 80 per cent of the subscribers was secured," Mr. Fishburn said.

He complimented the local workers on their fine endeavors in securing the signers for the petition.

ANOTHER PRIEST AT PASS CHRISTIAN

Rev. F. Deignan has been assigned to the Pass Christian parish assisting Rev. W. J. Leech, pastor of St. Paul's church in the conduct of the church and the missions.

Rev. Deignan was sent to this new work by Rt. Rev. R. O. Gerow, bishop of Natchez.

It is said that the increasing membership of the church and additional labors of the parish which has grown under the able leadership of Rev. Leech, has necessitated the services of the additional priest. This is the first time in this long history of the church that the second priest has been needed in the parish, it was said.

Red Rocks Win From Loyola. The Stanislaus Red Rocks copped a neat victory from the Loyola freshmen here Saturday night by a score of 37-30. Ladner and Toca played like veterans for the Rocks, while the person of Fannin the Saints encountered a team in itself. The big forward dropped in seven baskets most of which were from center.

Although both teams were in a deadlock during most of the first half the freshmen eased ahead of their minutes of play a few shots by Toca and Colotta put the Rocks in the lead.

	fg.	ft.	fc.
Toca, f	3	2	1
Fannin, f	2	1	0
Saucier, c	2	1	1
Ladner, g	5	2	3
Genard, g	2	3	1
Loyola Frosh			
Fannin, f	fg.	ft.	fc.
Rock, f	0	0	1
Chachere, c	1	0	4
Eubank, g	4	4	4
Flynn, g	1	0	2

135 Pounders Defeat Biloxi. The 135-lb. Stanislaus Rock-chaws defeated the Biloxi reserves on Biloxi's own floor Wednesday night by a score of 17-6.

At the half the 135-pounders were leading the reserves 8-4. The playing of Glover and Hayes for the Saints was of a stellar feature while Jannico and Kelley played best for the Reserves.

Stanislaus Glover, f; Hayes, f; Gray, f; Val-lon, f; Ducasa, g; Partridge, g; Andries, g.

Biloxi Reserves: Carron Helvestan Gorenflo, Jannico, Caillavett, Kelly.

Red Rocks Take Second Game From Loyola Freshmen.

The Stanislaus Red Rocks captured their second of a two game series from Loyola Freshmen by a score of 33-20. Ladner and Toca were the big scoring guys for the Rocks while E. Meek and Fannin played best for the Freshmen.

The first half was a very close affair, neither team letting the other get more than two points ahead. Although the Saints took the lead in the early part of the second half, the Rocks, while E. Meek and Fannin played ahead and as a result the Rocks stood at the half was Loyola 10; Stanislaus 12.

From the start of the second half to the final blast of the referee's whistle the Rocks played like a pack of wildcats, and before the freshmen knew what it was all about, Toca had already dropped in two field goals. This put Stanislaus on the larger side of the score, which made them hold through the rest of the game.

BAY ST. LOUIS SUMMER RESIDENT ASKS QUESTION

Wilson S. Callender Writes Special Article—Do Merchants Refuse To Tell

By WILSON S. CALLENDER
In Southern Business Builder.
"I am a merchant but I do not believe in letting people know what I have to sell." This statement was never made—at least not in outside words—and it never will be. Consequently, the merchant who says he doesn't believe in advertising is simply admitting he doesn't know what advertising is.

So, now that we all understand that advertising is nothing more than the means whereby the individual—any individual—makes known to other individuals what it is he has to sell, we can approach our subject with the knowledge that we have the interest of every man and woman engaged in earning a livelihood, be he laborer, merchant or professional man.

If a man is a plasterer and no one knows he is a plasterer he won't make a living at his trade. The man who is a good plasterer will make a better living than the man who is a poor plasterer. ONLY the individual to which other individuals become aware of the fact that he is a good plasterer. This analogy applies to the merchant as well as to every occupation wherein men earn their livelihoods.

The skeptic may point out that good plasterers do not have to get out on the house-tops and shout aloud the fact that he is a good plasterer to gain recognition.

"I agree with you," the logician will reply, "but remember that every job finished by the good plasterer stands as a lasting advertisement of his work. He points with pride at every opportunity to his work."

The artist and the artisan alike exhibit their work. There is no better form of advertising.

The merchant, on the other hand, has no beautiful wall to exhibit. But his service is just as tangible—it is good or mediocre or bad in exactly the same way.

Sure enough, every satisfied customer is a walking advertisement for the good merchant.

But in these days when so many elements—price, cleanliness, varieties of merchandise, excellence of service—enter into the satisfaction of customers, it is impossible for even the best merchants—for those who render the finest service in proportion to their charges—for that service—to build his success on word of mouth advertising alone.

A certain well-known maker of soap would still sell soap if he stopped advertising, because his soap is good soap; but his sales would be so much restricted that he would have to raise the price of the soap to continue in existence, and even that would be only a temporary measure.

The merchant who achieves the greatest success does two general things:

One—he carefully plans so as to render the greatest possible service in return for the profit paid him for the merchandise.

Two—he carefully plans to let his prospective customers and active customers know that he is rendering that conscientious service.

Altogether too few merchants

KING'S DAUGHTERS HOLD EXCELLENT MEETING MONDAY

Mrs. E. J. Leonhard Appointed Chairman of Tickets for Gulf Park Program

The Bay St. Louis Circle of King's Daughters and Sons held an excellent meeting Monday afternoon with a very fine attendance of members. Various matters of routine business were discussed and reports from charity and hospital committees showed fine work.

The principal business of the afternoon was a discussion of plans for putting over in a large way the benefit entertainment which the students of Gulf Park College are going to give Tuesday night, February 26, at the Bay High school auditorium under the auspices of the Rotary club for the benefit of the King's Daughters and St. Margaret's Daughters. The president of St. Margaret's Daughters, Mrs. E. J. Lacoste and other officers of the organization met with the King's Daughters to discuss plans for enlisting the interest of every one in this area securing their attendance.

Mrs. E. J. Leonhard was named chairman of the tickets for the King's Daughters and St. Margaret's Daughters.

Mrs. A. F. Fournier, circle president and Mrs. Mary Montgomery, circle treasurer, who are spending the winter in New Orleans, came over for the meeting Monday.

build their advertising with that thought in mind.

And this by no means is to be understood as saying that a good merchant doesn't advertise. "Sugar at 5 cents a pound" is a good advertisement.

But the merchant who advertises sugar at five cents a pound when most of his competitors are selling it at five cents a pound is advertising exactly nothing. And, furthermore, it is neither good business nor good advertising to feature sugar at four cents a pound when most of his competitors are selling it at five cents a pound—even if the sugar is a leader.

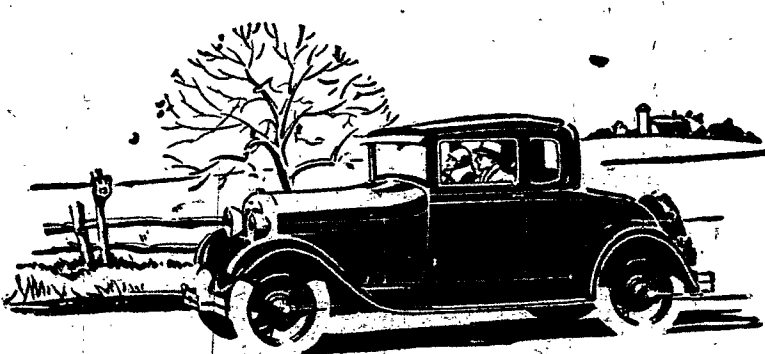
Price advertising is good only when it is legitimate—and it is legitimate when and ONLY WHEN you are able to deliver what you advertise. "humpin'" to meet your prices and still show a profit for yourself—an achievement that is becoming well-nigh impossible.

The truth of the matter is that if your brain as a merchant's brain is able to devise some way in which you can service your customers and prospective customers better than your competitors are serving them and if you are not able to keep continually at that interesting task, you need an injection of new life in your store—you need to employ young blood as quickly as possible.

And now—to the point—you are rendering a superior service. You will profit from your own excellence only in the ratio in which you let those who need that service know about it.

The media of advertising are legion—use some of them.

Fuel system of the new Ford has been designed for reliability and long service



THE practical value of Ford simplicity of design is especially apparent in the fuel system.

The gasoline tank is built integral with the bowl and is unusually sturdy because it is made of heavy sheet steel,terne plated to prevent rust or corrosion. An additional factor of strength is the fact that it is composed of only two pieces, instead of three or four, and is electrically welded—not soldered.

Because of the location of the tank, the entire flow of gasoline is an even, natural flow—following the natural law of gravity. This is the simplest and most direct way of supplying gasoline to the carburetor without variations in pressure. The gasoline fed pipe of the new Ford is only 18 inches long and is easily accessible all the way.

The gasoline passes from the tank to the carburetor through a filter or sediment bulb mounted on the steel dash which separates the gasoline tank from the engine.

The carburetor is specially designed and has been built to deliver many thousands of miles of good service.

Since all adjustments are fixed except the needle valve and idler, there is practically nothing to get out of order.

The choke rod on the dash acts as a primer and also as a regulator of your gasoline mixture. The new hot spot manifold insures complete vaporization of the gasoline before it enters the combustion chamber of the engine.

As a matter of fact, the fuel system of the new Ford is so simple in design and so carefully made that it requires very little service attention.

The filter or sediment bulb should be cleaned at regular intervals and the carburetor screen removed and washed in gasoline. Occasionally the drain plug at the bottom of the carburetor should be removed and the carburetor drained for a few seconds.

Have your Ford dealer look after these important little details for you when you have the car oiled and greased. A thorough, periodic checking up costs little, but it has a great deal to do with long life and continuously good performance.

FORD MOTOR COMPANY

THE DESIRE OF THE LOVER

By E. Phillips Oppenheim

ILLUSTRATED BY FRANK B. DRIEN

FIFTH INSTALLMENT

WHAT HAS HAPPENED BEFORE
Palermo is the scene. There came an exile, Leonardo di Marioni, who came for love of Adrienne Cartuccio, who spurned him. He meets an Englishman, Lord St. Maurice, who falls in love with Adrienne on sight. Leonardo sees his sister, Margherita, who tells him his love for Adrienne is hopeless. But he pleads with her to arrange an accidental meeting to say farewell, between Adrienne and him.

NOW GO ON WITH THE STORY.

It was a fair spot which their two seconds had chosen to stain with bloodshed. Close almost to their feet, the blue waters of the Mediterranean, glistening in the early morning sun, broke in tiny rippling waves upon the firm white sand. Inland, under a circle of steep cliffs, at the base of which there were great boulders of rock, fern-covered and with hyacinths of many colors growing out of the crevices, and lending a sweet fragrance to the fresh morning air. It was a spot shut off from the world, for the towering cliffs ran down into the sea on either side, completely enclosing the little cove. There was only one possible approach to it, save by boat, and that a difficult and tedious one, and

Mirrors of The State.

Mississippi Happenings

OH-DEER—

Into Oktibbeha's forests hunters recently turned a small herd of deer, hoping that they would have little deer, restock the woods. They might have, but the country's stray dogs found it out, killed some deer, crippled others.

WITHIN THE PAIR—

They didn't think so, of course, but Mississippians couldn't help but wonder last week if Mr. Volstead and his famous law had anything to do with the decision of the state's editors to hold their next convention in Canada, the next in Cuba.

CELEBRATION—

Biloxi dined itself out in loud and variegated attire last week for its annual celebration of Mardi Gras (Straw Tuesday) before it began the fasting, prayer and sobriety of Lent. Third oldest city in the U. S. Biloxi is Mississippi's only Mardi Gras celebrator. The theme this year was moorish; so were the floats.

LAKE, SODA WATER—

Mississippi's bottlers popped into Gulfport last week, spent two days talking about soda water, left. For their 1929 they chose Beverage bottler Robert E. Lake of Jackson.

THEATRE—

Not many weeks ago Tupelo dedicated its largest and newest building a quarter million dollar theatre, beautiful outside, spacious inside. Last week hot flames cracked in delight as they fed on new decorations, new furniture, new beams and joists, satisfied with nothing less than the whole theatre, they caused a loss of a quarter million dollars.

FUSE—

Because a mysterious package she received had something sticking out of it that looked like a fuse, Mrs. Shannon of Scott county carried it to a cotton field, left it. A deputy, brave, went after it, opened it. The "fuse" no fuse, was the wire on an electric coffee pot, a gift from Mrs. Shannon's son.

RABBIT TALES—

Mississippi negro hunters who gladly shoulder their single barrels and plod through brush and bramble all day for one shot at a bobbing cotton-tail, heard with envy last week that there are more rabbits in Yalobusha than the citizens can eat. One party spent an afternoon in the field last week, trucked in 95 rabbits.

PERSISTED—

Persistence is a great thing, but too much is too much. So found Gailie Duckworth and Joe Martin, who persisted in robbing Jones county roots until they were caught. The greatest sufferer from their persistence was Forrest Hollifield, whose roots were robbed ten times in twenty days.

PROFESSIONAL CARDS

J. M. DE FRAITES, Inc.

Architectural Engineers

COMMERCIAL AND RESIDENTIAL DESIGNS

Building Construction

SANITATION ENGINEERS

Box 53 Bay St. Louis, Miss.

PHONE 184-J. HOURS: 9-12-2-5

DR. W. S. SPEER

Chiropractor

OFFICE AND RESIDENCE 207 MAIN ST.

EXPERT MANIPULATIVE THERAPY

BAY ST. LOUIS, MISS.

DR. J. C. BUCKLEY,

Physician and Surgeon

OFFICE: RESIDENCE:

Fahey Drug Co., 126 Carroll Ave.

Phone 30. Phone 315.

DR. J. A. EVANS,

Dentist.

HOURS: 9 to 12, 1:30 to 6.

Hancock County Bank Building,

TELEPHONE NO. 34.

FELT BAD AFTER EATING

"Four years ago, I suffered with heartburn and bilious indigestion. Whatever I ate disagreed with me. Gas on my stomach made me very uncomfortable. My tongue was coated and my color was bad. I needed a good laxative, and so my mother-in-law gave me some Black-Draught and told me to take it. I found it helped me very much, so I bought it for myself. Seems it was the very thing I needed, and I use it when I need something for constipation."

"I also give Black-Draught to my children whenever they need something for colds or upset stomachs. Our whole family takes Black-Draught."—Mrs. G. C. Leary, 108 North Alston Ave., Durham, N. C.

Black-Draught

Black-Draught

Black-Draught

Black-Draught

Black-Draught

Black-Draught

Black-Draught

Probable Members of Hoover Cabinet



WILLIAM N. DOAK

William N. Doak of West Virginia, vice president of the Brotherhood of Railway Trainmen, is reported to be slated by Hoover for the post of Secretary of Labor.



DR. RAY LYMAN WILBUR

Dr. Wilbur of San Francisco, brother of Curtis D. Wilbur, is being mentioned as possible Secretary of the Interior in the cabinet of Herbert Hoover. He is president of Stanford University.



COL. HENRY L. STIMSON

It is reported that Col. Stimson is slated for a post in the Hoover cabinet, said to be that of Secretary of State. He is Governor General of the Philippine Islands.

CONFERENCES ABOUT JUNIOR COLLEGES HELD IN JACKSON

State Superintendent Bond Interested in Establishment of Schools

By W. F. BOND.

Jackson.—Some very interesting conferences have been held recently here in the department of education at Jackson in reference to the establishing of junior colleges. Everyone seems to be of the opinion that no junior college should be established unless it is established in such a way as to guarantee that the cost will never be beyond the reach of the people and that the college will always be well patronized.

The state has been divided into fourteen junior college zones. The people of these respective zones, if they are interested at all in a junior college, should at once get in touch with their county superintendent of education and find out from him or her the facts concerning this new type of institution.

Several junior colleges have been reorganized already and are being supported jointly by the state and respective counties. Others will be organized at the rate of one or two a year for the next six or eight years. A junior college will reduce the cost of the first two years of a college education by more than one-half, will keep the children under the direct supervision of teachers and will offer not only the college work, but also vocational courses for those who will complete their education in the junior colleges. It is destined to be a very popular and very useful institution.

CO. SUPTS. OF TWO COUNTIES TO HOLD MEET FRIDAY A. M.

Plan for New School House at Dedeaux to Be Adopted and Bids Advertised

Superintendent D. J. Everett of Hancock county announces there will be a conference held at his office this Friday morning, February 22, 10 o'clock, in the interest of adopting plans and specifications for the construction of a new school for the Dedeaux Consolidated School District, building to be practically across the line of Hancock and Harrison counties.

There will be present both Hancock and Harrison county superintendents, Vinson A. Smith, Jr., architect, and contractors and builders and others interested are invited to be present. The object of the meeting is to discuss cost of the different type of buildings and let this be a factor in helping to decide on the type of building to be used.

County superintendent Everett of Hancock county urges an attendance of all interested. A special election recently voted \$12,000 bond issue as a means of creating funds for the purpose.

Hints for the Home

by Nancy Hart

Hours in a colorful kitchen fly by on magic wings! So what is to prevent our turning dead white cabinets into attractive shelves of ivory or dove gray lined with a soft, rich orange shade, or some other favorite color that harmonizes with the floor covering and woodwork?

Then the crockery. One by one out go the uninteresting specimens and in come odd-shaped pieces that are pretty with our orange linings—say moss green crocks; several in the little brown jug color; perhaps a piece or two in a deep orange red tone.

This transformation from the drab, characterless kitchen to the vivid, cheerful one is such a simple little trick to perform after all.

Economical Menu
Cream of pea soup
Lamb en casserole
(use left-over roast)
Spaghetti
Pearl Salad
Layer cake
Coffee

Quick Spice Cake
Put into a saucepan 1 cup sugar, 1 cup water, 1 cup shortening, 1 cup raisins, 1 teaspoonful each cloves, cinnamon, nutmeg and salt. Boil 4 minutes. When cold add 1-3/4 cups flour, 1 level teaspoon soda, beat well, pour in greased-pan and bake slowly.

Marshmallow Custard
1 pint milk, 3 eggs, beaten separately, 1 cup sugar. Make a custard using milk, yolks of eggs and sugar. Put beaten whites on top and cover with marshmallows. Put under a blaze and brown lightly.

For Tea Sandwiches
Mix 1-2 cup chopped English walnuts and three times the amount of fresh grated coconut. Moisten with cream, add 2 tablespoons confectioner's sugar and spread between buttered brown bread.

Substitute for Eggs
When eggs soar in price, substitute corn starch for them in recipes. Instead of using two eggs, for example, use only one and sift one tablespoon of the corn starch with the flour to take the place of the second egg.

Easy Toast
If you have no electric toaster and do not wish to heat the oven, lay slices of bread in the frying pan and they will brown nicely on top of the stove, leaving no crumbs to gather!

Reporter—What is your opinion of marriage?
Movie Queen—Well, I suppose it's all right but it does get to be such a habit.—Life.

NO ACCIDENTS IN PHONE PLANT AND ON CONSTRUCTION

Gulfport District of Which Bay St. Louis Is a Part Has Fine Record

According to information furnished by the office of T. A. Richardson, district plant chief of the Gulfport district of the Southern Bell Telephone and Telegraph Company, of which Bay St. Louis is a part, no accidents in which employees lost time from work occurred in the 26 exchanges comprising this district during the year 1928. Further, no accidents in which time was lost from work occurred in the department of construction in this same district.

This is an outstanding record for the Gulfport district as this is the only district in the state in which no accidents occurred in 1928. Only two minor accidents were reported for the entire plant department during the year and neither of these were of serious enough nature for an employee to lose any time from his work. This is the more remarkable when the nature of the work done by telephone workers in the plant and construction departments is considered.

Those exchanges in which this record was achieved include Bay St. Louis, Pass Christian, Gulfport, Biloxi, Ocean Springs, Pascagoula, Moss Point, McHenry, Wiggins, Lucedale, Laurel, Overt, Hattiesburg, Richton, Collins, Mount Olive, Columbia, Poplarville, Lumberton, Purvis, Picayune, Ellisville, Seminary, Monticello, Silver Creek and Sumrall.

A safety first campaign is carried on in these two departments and the workers are given lectures on the advisability of being careful in all work and the result of the care of the employees and the good supervision of the chiefs is seen in this record of safety.

STATE PLANT BOARD GIVES ASSISTANCE

A. & M. College—Rat complaints by scores have poured into the state plant board office during the past few days, following a recent statement to the public that the board would assist any community or town in fighting rats. About a dozen campaigns have already been completed, and several other towns are scheduling campaigns for the near future. In one community where a campaign was conducted by the Smith Hughes agricultural teacher at a cost of \$11.69 for the whole community, one farmer stated that it had been worth \$10 to him alone, Clay Lyle, general inspector, said.

The plant board is advising the use of powdered red squill in these campaigns, as it is practically harmless to everything except rats. The cost of the poison is very little and the plant board gives free assistance in supervising the campaigns for any town or community desiring it. Any town, community, or individual may secure assistance or advice about fighting rats by writing the state Plant Board at A. & M. College.

TEACHERS MEET AT KILN HIGH

County Teachers Association Hold Last Session of Year With Fine Meet

Kiln Vocational High School was host at the final meeting of the year of the Hancock County Teachers Association, Saturday, February 9. Sixty-five teachers were in attendance and a particularly enjoyable meeting ensued.

E. E. Lumpkin of Kiln school, vice-president of the association, presided at the request of President S. J. Ingram, and in fitting manner welcomed the teachers to Kiln. The program opened with the singing of America and Dixie by the group, with Mr. Farmer, of Kiln, leading.

Kiln orchestra under the direction of Miss Elsie Halfacre, music teacher, rendered two fine numbers. A feature of the meeting was the excellent address given by Mrs. M. B. Schilling, teacher in Waveland, on her travels in the Far East. She told of the trip Westward from California when she set sail with her husband two years ago as he was engaged in governmental work which carried him to the East. She told of visiting Hawaii, Japan and China.

Two were children of the primary department representing the parent and teacher gave a pleasing number. The Kiln Glee Club under the direction of Miss Halfacre sang two exceptionally good numbers.

D. J. Everett, county superintendent, outlining the work being accomplished in the A. & M. extension course with Prof. George G. Hurst of State Teachers College, is giving to the county teachers each Saturday at Bay St. Louis.

The meeting adjourned to departmental meetings. At the primary group which was attended by 35 teachers the time was profitably spent in discussing methods for teaching language in the primary grades, Miss Helen Vaughn of the Webb school, Bay St. Louis, leading the discussion.

Informal discussions of objective tests were given in the elementary department and interesting work was talked of in the high school group.

Dinner was served at the hotel, this excellent meal being much enjoyed by all. At the dinner Prof. S. P. Powell, of Kiln school, was the general host. The county teachers expressed their pleasure in this interesting meeting stating that they always like to meet there.

Attend Art Meet.

Miss Mayme O'Dom of Bay St. Louis and Mr. and Mrs. A. W. Munger of Pass Christian, attended the reception Monday afternoon at Biloxi of the Gulf Coast Art Association which was given at the home of Miss Tibbs, one of the Coast artists. While in Biloxi they viewed the exhibit of the art association at the library. This exhibit is larger and finer than that of last year.

The COST is less than you think

Perhaps you do not know that it costs only a few cents a day to have a telephone in your home.

A telephone of your own will bring new business and social opportunities. It will enable you to keep in touch with friends here and elsewhere.

We can install telephones in practically every section of town, and any telephone worker will gladly take your order.

SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY

No matter how closely you inspect The Outstanding Chevrolet of Chevrolet History—you will never appreciate what a wonderful achievement it is until you sit at the wheel and drive. So this week has been set aside as National Demonstration Week, and you are cordially invited to come in and drive this sensational automobile.

Not only is the new six-cylinder valve-in-head motor 32% more powerful, with correspondingly higher speed and faster acceleration . . . not only does it provide a fuel economy of better than twenty miles to the gallon—but it operates with such marvelous six-cylinder smoothness that you almost forget there is a motor under the hood!

Regardless of the car you may now be driving—come drive this new Chevrolet Six. Come in today!

-a Six in the price range of the four!

The COACH \$595	
The Roadster.....\$525	The Convertible.....\$725
The Sedan.....\$525	The Light Delivery.....\$400
The Coupe.....\$595	The Six-Cylinder.....\$545
The Six-Cylinder.....\$675	The Six-Cylinder.....\$650
The Six-Cylinder.....\$695	

All prices f.o.b. factory, Flint, Mich.

BAY CHEVROLET CO.
PHONE 52

QUALITY AT LOW COST

The Sea Coast Echo

CITY ECHOES.

—Mrs. Daisy Quintini was a weekend visitor to New Orleans, guest of her sister Mrs. F. W. Rhodes.

—Mrs. M. T. Chapman of New York City, formerly of Wisconsin, is spending several days at The Answer.

—Mrs. Marvin Wise of Atlanta, a guest at The Answer since December, has been ill for the past week, but is improving.

—Mrs. L. M. Gex has as her guests for a week Mr. and Mrs. Herbert Chassanoff of Greenwood, who returned home Thursday morning.

—Mrs. Lacy Green and Miss Clemmie Green were visitors to New Orleans during the week, combining pleasure with business.

—Mrs. E. J. Toca and young son, Clem, of New Orleans were weekend guests of Mrs. F. C. Bordages and daughter, Miss Delia Bordages, of North Beach Boulevard.

—Mr. and Mrs. George Cuevas are receiving congratulations upon the birth Wednesday morning at the home on Main street of a fine young son. Mr. Cuevas conducts The Exclusive Shop.

—Fine eggplants, sweet peppers, hot pepper and tomato plants, also best garden seeds, for sale at Boudin's Store, Third street.

—Little Leo Seal, whose operations for mastoid trouble have proven successful, continues to convalesce and is taken to New Orleans two or three times a week for continued treatment.

—Pete Lutkin, well-known representative of the Lamar Insurance Co. at Jackson was down from the capital Wednesday, visiting acquaintances and here in the interest of business. He registered at the Hotel Weston.

—Mrs. Frederick Stilwell of Cincinnati, will arrive Friday morning to visit Mrs. Owen Crawford for ten days, joining her sister, Mrs. C. H. Snedeker, also of Cincinnati, who has been with Mrs. Crawford several weeks.

—Ground oyster shells for large and small chickens 2 lbs. for 5c or \$1 per 100 lbs. at Boudin's Store.

—The Sea Coast Echo has been requested to announce there will be a benefit supper given at the Masonic hall, Logtown, Saturday night, February 23, by the P. A. of that place, to which all are invited and doubly welcome.

—Mrs. George O'Connor of Chicago, is the guest of Mrs. Grace Boyer, also of Chicago, at The Answer for several weeks. Mrs. Boyer has been on the Coast since the holidays stopping at The Answer and is joined by her friend for a visit here.

—The local Chevrolet company, of which Leo Ford is resident selling agent, delivered another of the new sixes this week. Mr. J. N. Wisner is the purchaser of the handsome new four-door, and he tried it out with a trip to Gulfport Wednesday.

—Mrs. Val Silvers, Miss as her guest this week Mrs. Arthur Graham, wife of well-known planter of the Mississippi Delta. Mrs. Graham visited while Mr. Graham was out on the Sound with a yachting party cruising the Gulf waters and fishing.

—Nice line Ladies' Ready Made Dresses. Call out and see them. Very cheap. Boudin's Store.

—Mrs. Kate Tipping, assistant superintendent of Tour's Infirmary, New Orleans, spent the week-end as the guest of Mrs. E. J. Leonard of North Beach Boulevard.

—Mrs. Tipping is a former Bay St. Louis resident. Sunday Mrs. Leonard and guest enjoyed a delightful ride along the Coast to Gulf Hills.

—The social event of next week will be the appearance of the Glee Club from Gulf Park College at Bay high school auditorium, under auspices of Bay St. Louis Rotary Club and joint benefit for King's Daughters and St. Margaret's Daughters.

—Advance sale of tickets indicates a large crowd and the Southern smile with its private supper of over one hundred covers at the Hotel Weston, following the presentation of the program. C. C. McDonald is chairman of the committee in charge.

IN SOCIAL CIRCLES

(By Our Society Editor)

VALENTINE SPIRIT SHOWN LAST WEEK.

The spirit of St. Valentine, patron saint of the lovers of the world through many generations, ran riot last week-end when the birthday of this saint was observed February 14. Parties of the many or of the few were arranged to take place about this date so that the hearts of valentines of tradition could be used in decoration and the games dear to the lovers of every generation might be revived and new ones added.

In seriousness, though, the spirit of St. Valentine is a happy one in which love rather than hate is spread abroad, in which kindness rather than its opposite is disseminated, in which pleasure in giving rather than sorrow. Even though the traditional superstitions of this season are somewhat omitted from modern observance of the saint's natal day, yet the good wishes which have characterized this occasion for years is found in the hearts of those who play at love at that time.

MRS. REA COMPLIMENTS TWO COAST VISITORS.

One of the loveliest parties of the season was that Saturday when Mrs. George Rea was the gracious hostess at a bridge-luncheon at her attractive home on Washington street.

Complimenting two charming visitors, Mrs. Edmond Loeliger of New York City, sister of Mrs. Victor Camors, and Mrs. Herbert Stone, sister of Mrs. James A. Evans. The Rea home has been artistically dressed for the afternoon with red and white colors predominating. The beautiful red japacons and fragrant white narcissi were used in profusion throughout the home.

To receive her guests Mrs. Rea wore a chic gown of pale blue georgette. Mrs. Loeliger was stunning in black satin and Mrs. Stone wore a handsome gown of brown georgette.

The perfectly appointed course luncheon was served at the individual tables where the place card tallies were old fashioned candy bouquets, further emphasizing the Geo. Washington season. The hostess was assisted in serving by Mrs. E. J. Lacoste and Mrs. E. J. Leonard.

An enjoyable feature of the party was the musical program, during which the guests were entertained with vocal solos by three talented musicians, Mrs. H. C. Glover, Mrs. H. U. Canty and Miss Lacoste. Mrs. Glover and Miss Lacoste pleased with a duet also.

A spirited game of the ever popular bridge passed the afternoon hours happily. Mrs. H. U. Canty won the high score prize, a hammered brass fruit bowl. Mrs. Edmond Loeliger won the second prize, a sandwich tray of hammered brass. To the honor of the hostess presented bridge sets in the snake skin colors.

Guests at this delightful party were: Mrs. Edmond Loeliger, Mrs. Herbert Stone, Mrs. James A. Evans, Mrs. E. J. Leonard, Mrs. A. P. Smith, Mrs. E. J. Lacoste, Mrs. J. C. Buckley, Mrs. E. D. Siler, Miss Evelyn Lacoste, Miss Margaret Green, Mrs. J. C. Nesbit, Mrs. Harry Glover, Mrs. Donald Marshall, Miss Emma Edwards, Miss May Edwards, Mrs. Sara Powers, Mrs. Alphonse Roy, Mrs. Chas. G. Mearu, Mrs. Winfield Partridge, Mrs. H. U. Canty, Mrs. C. C. McDonald, Mrs. G. S. Boyd of Dresden, Tenn.

RECEPTION AND TEA COMPLIMENTING GUESTS.

Mrs. James A. Evans entertained Thursday afternoon, 21st, from 3 to 5 o'clock, at an unusually pleasant reception and tea in compliment to her mother, Mrs. G. S. Boyd of Dresden, Tenn., and her sister, Mrs. Herbert Stone, of Kingsport, Tenn., her houseguests. During the afternoon almost one hundred guests called to greet the lovely visitors. The hospitable Evans home was decorated for the afternoon with the season's most popular flower, the red japonica, and the Southern smile with its glossy foliage was used effectively in the reception rooms. The red and white color scheme was carried out in all appointments, in deference to George Washington's birthday with

CONTRACT LET BY CITY FOR WORK ON STREETS CONNECTING BEACH RD.

City Commissioners Let \$6,300 Contract to J. W. Robertson & Company for Curb and Gutter Work and Approaches to Beach Boulevard—Begins at Once

The city commissioners at the regular mid-monthly meeting Monday let the contract for building concrete approaches, curbs and gutters for seven streets intersecting with the Beach Boulevard, to J. W. Robertson & Company. The total contract price is \$6,300. The streets on which the work is to be done as a protection to keeping the Beach Boulevard clear of sand, dirt and gravel from the intersecting streets are St. Charles, Citiz, Balentine, Leopold, Julia, Boardman avenue and Leonard avenue. The work is to begin at once and the contractor has 90 days in which to complete the work.

The bids were opened Monday morning by the city commissioners and that submitted by the Robertson company was considered the best and lowest. W. D. Hays and Jos. Favre also submitted bids.

Only one bid was filed with the commissioners to do the repair work on the city building, that was submitted by the Robertson company was considered the best and lowest. W. D. Hays and Jos. Favre also submitted bids.

A matter of tax adjustment in a personal assessment against Charles Wells was adjusted.

The Sea Coast Echo is glad to report Dr. J. C. Buckley, who has been about again after his sudden illness which attacked him Tuesday afternoon while in his office at Fahey's Drug Store, and for a time caused grave apprehension. The doctor has had a heavy practice in and out of the city and was worn out by overwork.

Miss Bessie Day of Brookhaven, niece of A. B. Day, spent two weeks pleasantly visiting Mr. and Mrs. Day and daughters of Toule street. She returned home Saturday accompanied by Mrs. Day who visited there spending three days with Mr. Day's brother, E. H. Day and family.

Mr. and Mrs. J. Chalone and son-in-law and daughter, Mr. and Mrs. Mooney, came out from New Orleans for the week-end to spend their summer home on the Clermont Harbor beach, and visited in Bay St. Louis as well. Mr. Chalone reported to the sheriff's office that he found his dwelling had been broken into and robbed and the intruders had taken meals and slept at the premises.

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Junior Has Birthday Party.

Jimmy Jones, Jr., who resides with his parents at 212 Leonard avenue in one of the most delightful looking and inviting homes that ever adorned a picture book of "Home. You'd like," celebrated his fourth birthday last Sunday, sharing the joy of so pleasurable an occasion with some twenty of his young friends. The refreshments were appealing to every kiddy's heart and taste, consisting of cake, ice cream and candy salore. No kiddy birthday party is complete without a "donkey party," and accordingly, such game was on hand, resulting in Edna Adam and Mark Carmichael as the winners.

Jimmy's father is part day and night operator for the Louisville and Nashville at the local city depot. May Jimmy see many more birthdays, and none less happy than that of last Sunday.

Mr. and Mrs. C. Wharton Collins and George S. Horton have returned from an interesting auto trip through Florida, riding down the East Coast to Miami. They contemplated going over to Havana, but were unable to procure steamer and hotel reservations and had to forego the ultimate point of their trip. The journey through many points in Florida, however, was not without much pleasure and interest.

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